ATTACHMENT 1

PHIL'S NAME/PACK TEST

SAMPLE COMPOSITION:

(Male Non-Menthol Kings)

PER CELL

Random Discount Smokers			Basic	Marlboro Smokers				Camel Smokers			
	Age				Age				Age		
Total	18-34	35-54	Smokers	Total	18-24	25-34	35-54	Total	18-24	25-34	35-54
100	50	50	50	150	50	50	50	150	50	50	50

CELL COMPOSITION:

Cell 1: Name 1 on Packs 1, 2 and 3, Rank

Cell 2: Name 2 on Packs 1, 2 and 3, Rank

Cell 3: Name 3 on Packs 1, 2 and 3, Rank

Cell 4: Rank Winners from Cells 1 - 3

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Source: https://www.industrydocuments.ucsf.edu/docs/mthj0004